



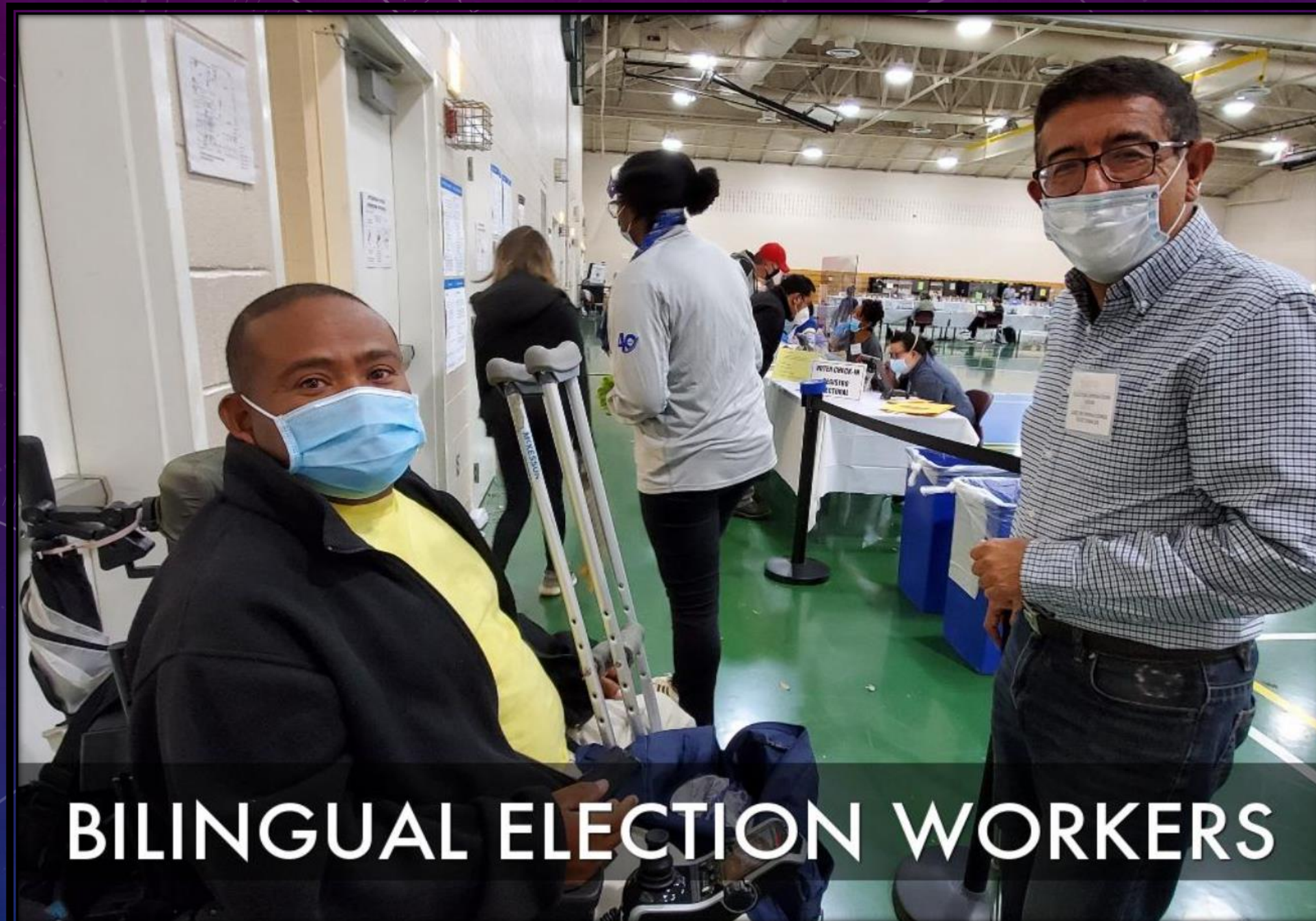
ENGAGEMENT & EMPOWERMENT

PREPARED BY GILBERTO ZELAYA

- Amharic
- Braille (Eng. & Span.)
- Cantonese
- English
- Ewe
- French
- Korean
- Mandarin
- Simplified Chinese
- Traditional Chinese
- Vietnamese



ballot, FAQ's, sample ballot, SBE forms, election judges, media campaign, social media banners, virtual engagement sessions, signage, BOE personnel, SMS texting & MoCo Voter App, etc.



BILINGUAL ELECTION WORKERS

SECTION 203 COMPLIANCE & ASSIGNED SPANISH SPEAKING JUDGES

Early Voting

Total = 520

*Exceeded
requirement by
590%

Election Day

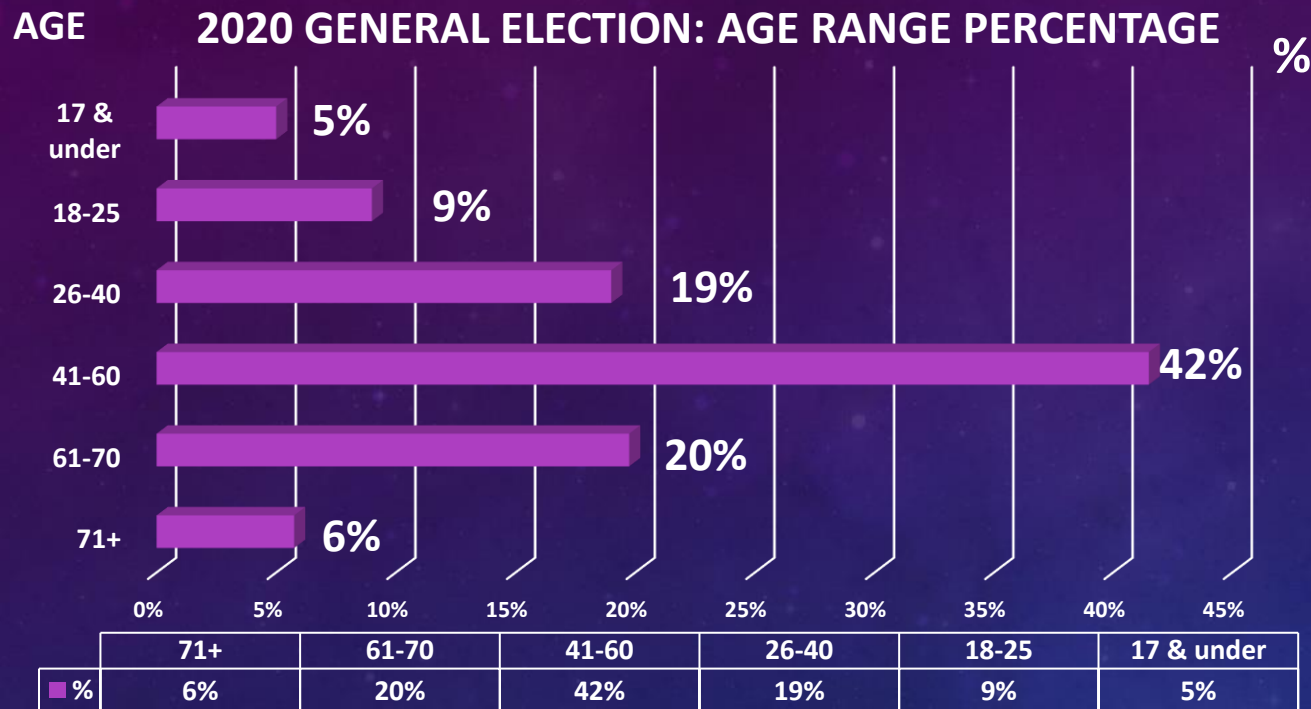
Total = 295

*Exceeded
requirement by
737.5%

Albanian, American Sign
Language, Amharic, Arabic,
Bambara, Basque, Bengali,
Berber, Bulgarian, Burmese,
Cantonese, Cebuano,
Chichewa, Chinese, Croatian,
Czech, Danish, Dutch,
Estonian, Farsi, French, Fula,
German, Gikuyu, Greek,
Gujarati, Hausa, Hebrew,
Hindi, Hungarian, Ibibio, Igbo,
Ilokano, Indonesian,
IsiNdebele, Italian, Japanese,
Kannada, Korean, Latvian,
Lingala, Lithuanian, Luhya,
Malayalam, Mandarin,
Marathi, Nepali, Norwegian,
Polish, Portuguese, Punjabi,
Romanian, Russian, Serbian,
Shona, Somali, Sorbian,
Spanish, Swahili, Swedish,
Tagalog, Tamil, Telugu, Thai,
Tigrinya, Turkish, Twi,
Ukrainian, Urdu, Vietnamese,
Wolof, Yiddish & Yoruba

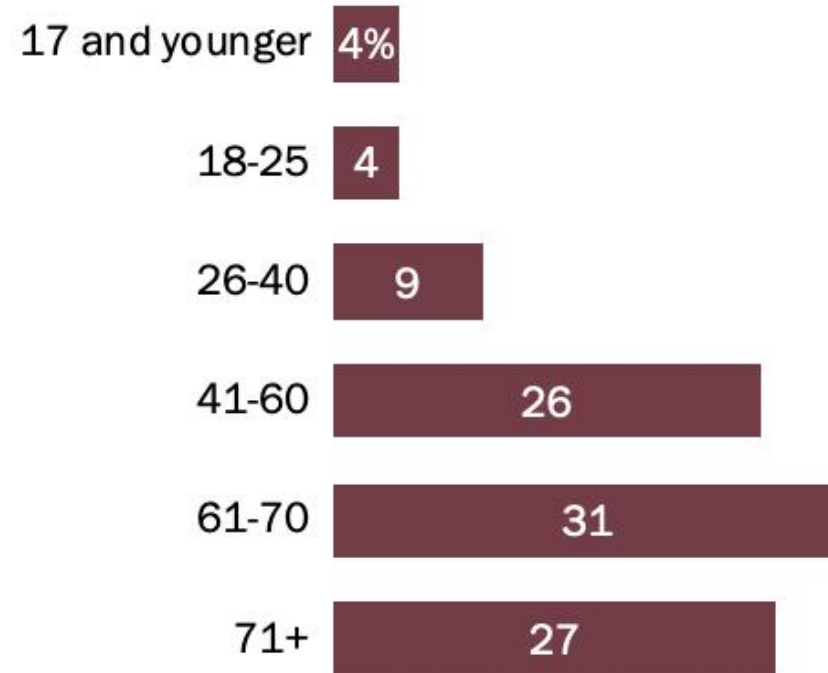


MONTGOMERY COUNTY, MD



Majority of U.S. poll workers are over 60

% of U.S. poll workers in the 2018 general election who were ages ...



Note: Not all jurisdictions reported poll worker age; based on all poll workers whose age was known. See 2018 EAVS report for details.

Source: 2018 Elections Administration and Voting Survey.

PEW RESEARCH CENTER

YOUNGER ELECTION WORKER FORCE

Average Age
48.7 yrs. old





CENTER FOR
TECH AND
CIVIC LIFE

Election Officials, Spotlights / February 24, 2021

27 Ideas for Encouraging Youth Participation in Elections



MEDIA CAMPAIGN

A Sony video camera is the central focus, equipped with a large microphone and various cables. A sticker on the camera reads "I VOTED" and "YO VOTÉ" with a graphic of a bridge and flags. The background shows a large indoor space, possibly a gymnasium or warehouse, with a basketball hoop visible in the distance.

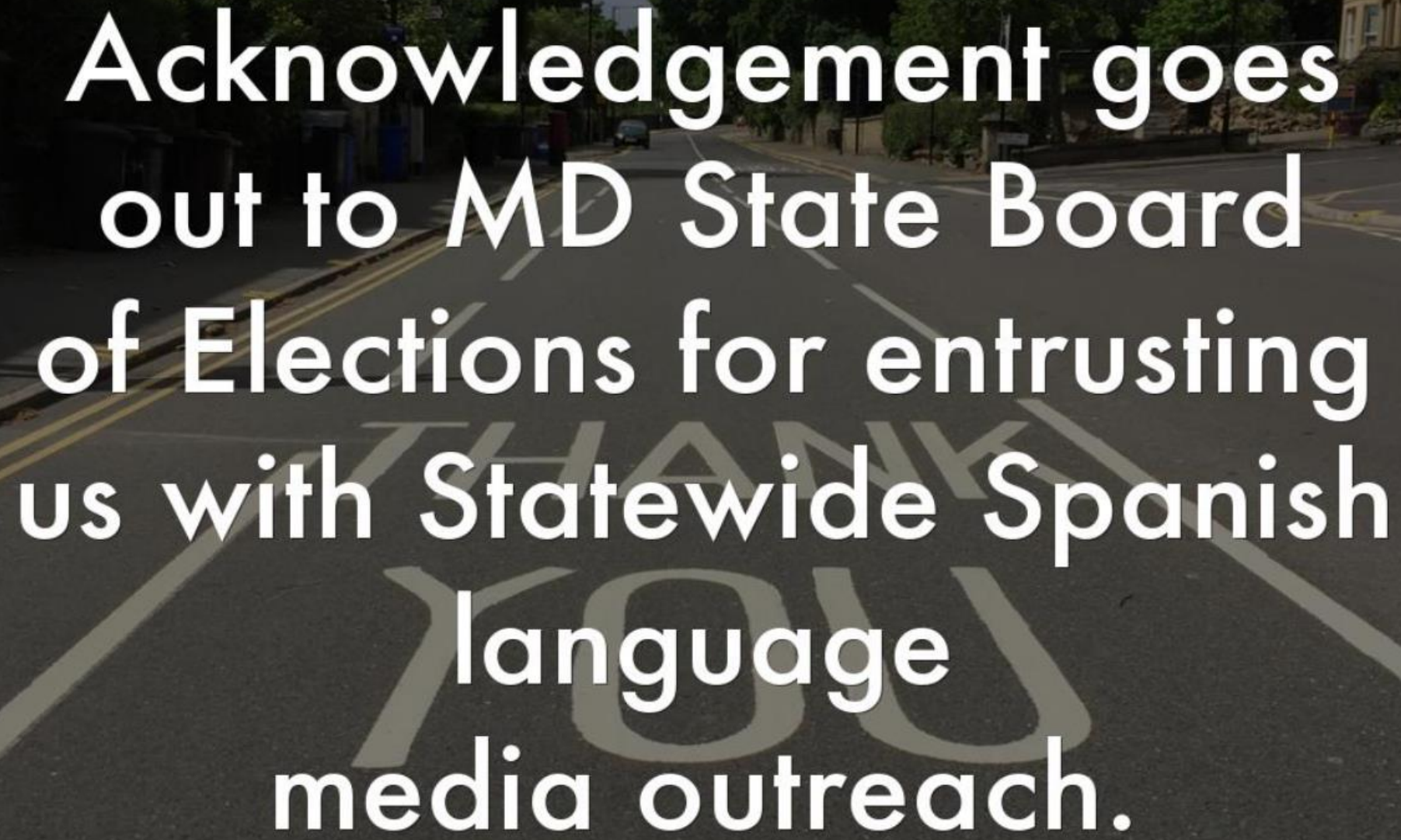
51 Organizations

89 Interviews

34+ hrs. (Air, Print & Virtual)

14 Languages

- Amharic
- Arabic
- Bosnian
- Croatian
- Cantonese
- English
- Ewe
- French
- Korean
- Mandarin
- Traditional Chinese
- Serbian
- Simplified Chinese
- Spanish

A photograph of a city street with trees and buildings in the background. The words 'THANK YOU' are painted in large, light-colored letters on the asphalt. Overlaid on this image is white text.

Acknowledgement goes
out to MD State Board
of Elections for entrusting
us with Statewide Spanish
language
media outreach.





NEWS MEDIA

- **County Executive Weekly Update**
- Bloomberg News
- CBS News
- CNN
- FOX5
- Getty Images
- N1 Television
- MyMCMedia
- NBC4
- PBS
- Reuters
- Telemundo
- Voice of America
- UPI
- Univision
- WBAL-TV
- WDM I-270 News
- WUSA-9
- Al Jazeera

1,000,000+ Impressions

- La Nueva 97.5FM
- **El Zol 107.9FM***
- Kojo Nnamdi Show
- WJZ 105.7FM
- **WTOP 103.5FM***
- WMAL 105.9FM
- Contigo Peru 100AM
- WAMU 88.5FM
- Radio Que Buena
1600AM
- **Radio America
1540AM***
- Radio Poder 1030AM
& 1590AM
- Somos Baltimore
- Radio Ke Pa'Changa
- Voice of America
- **WMMJ Majic 102.3 &
92.7FM***
- **WPGC 95.5FM***
- **WASH 97.1FM***
- **WITH HOT 99.5FM***
- **WMZQ 98.7FM***
- **WWDC DC 101FM***

[*BOE Media Campaign]



RADIO

- **African Mirror***
- Bethesda Beat
- DC Express Newspaper
- El Tiempo Latino
- Montgomery County Recreation Guide
- Maryland Matters
- Mundo Latino
- Muslim Link
- **Senior Beacon***
- **The Korea Times***
- **The New York Times**
- **The Washington Post**
- **Washington Chinese***
- **Washington Hispanic***

[*BOE Media Campaign]





蒙哥馬利縣選舉

2020年總統大選
就在11月3日！

你註冊了嗎？

請註冊
投票！

最後期限日

10月13日

請送簡訊 "VOTE" 到 "77788"



郵寄
投票

最後期限日

10月20日

如選擇郵寄選票

請送簡訊: "VBM" 到號碼 "77788"

更多相關信息，請拜訪網頁 "777vote.org" 或致電 240-777-8500

徵求雙語投票所工作人員。服務您的社區！

每天最多可賺\$ 310。如有意願申請，請發短信 "SERVE" 至號碼 "77788"

*BOE PRINT CAMPAIGN

870K HOUSEHOLDS

African Mirror (2x10K copies), Senior Beacon (2x200K), The Korea Times (4x35K), Washington Chinese News, Traditional (3x10K), Simplified (3x10K) & Wash Hispanic (5x50K)



JUNTA ELECTORAL DEL CONDADO DE MONTGOMERY
777VOTE.ORG • 240-777-8500

Votación Anticipada *

26 de OCT - 2 de NOV • 7am - 8pm

Para conocer los centros de votación anticipada más cercanos y tiempos de espera, envíe un mensaje de texto con las letras VA y su código postal al 77788 (Ejemplo: VA 20879)



Día de
la Elección

Martes, 3 de Noviembre • 7am - 8pm

Para conocer los centros de votación más cercanos y tiempos de espera, envíe texto con las letras CDV y su código postal al 77788 (Ejemplo: CDV 20879)

* REGISTRO DE
VOTANTES EL MISMO DÍA DISPONIBLE.

Traiga una licencia de conducir, un permiso, una identificación, un cheque de pago, un extracto bancario, una factura de servicios públicos u otro documento oficial con su nombre y dirección de MD.



몽고메리 카운티 선거관리위원회

대통령 선거일이
11월 3일입니다

유권자등록을 하셨나요?

투표하시려면
등록하세요!

등록마감일

10월 13일



77788번으로 'VOTE'라고
문자메시지를 보내세요.



우편투표

마감일

10월 20일

우편투표를 신청하시려면 77788번으로
'VBM'이라고 문자메시지를 보내세요.

더 많은 정보를 원하시면 777vote.org를
방문하거나 240-777-8500으로 전화하세요.

이중언어 구사 선거요원을 구합니다. 커뮤니티를 위해 봉사해주세요.

하루 최고 310달러까지 지급합니다.

응모하시려면 77788번으로 'SERVE'라고 문자메시지를 보내세요.

DIGITAL TOOLS



ANALYTICS

- 13,780 impressions
- 42.73% conversion rate
(5,888 downloads)
- 5.37 sessions per device
(31,888 interactions)



***MoCo Voter
Mobile App**





ANALYTICS

2,301,096 impressions

20,135 hyperlink clicks

*BOE Media Campaign

Google Ads



SMS TEXTING



107,000+ TEXTS



U.S. Election Assistance Commission (EAC)

2020 Clearinghouse Awards

W I N N E R

CATEGORY: OUTSTANDING INNOVATION IN ELECTION (LARGE JURISDICTIONS)

**Montgomery County Board of Elections
(MD)**





lie Sklarew (s...

Gilberto Zelaya

Heather Bruskin

Carina Arnaiz

Adam DeBaugh...

arlie mann

Steven Mandel

Shepherds of Zi...

Bilkiss Dhomon

Lita Nanulaitta

hleen STOBIE

Steve Lane

mark denome (t...

Barbara Harral, ...

Jose Guzman

la Caplon

Jeanie Dawson

...c. Ho...

ndsay Smith

Tho Tran

p Sardelis

Lynn ...

...di ...

Susan Kornacki

Amanda Ne...

VIRTUAL ENGAGEMENT

90
Participants

2
Chat

Share Screen

Record

Reactions

lie Sklarew (s... Gilbert Zelaya Heather Bruskin Carina Arnaiz Adam DeBaugh...

Charlie mann Steven Mandel Shepherds of Zi... Bilkiss Dhomun Lita Nanulaitta

Aileen STOBIE Steve Lane mark denome (t... Barbara Harral, ... Jose Guzman

la Caplon Jeanie Dawson ... Ho... indsay Smith Tho Tran

p Sardelis Lynn... ...di... Susan Kornacki Amanda Ne...

Participants 90 Chat 2 Share Screen Record Reactions

182 Sessions
117 Organizations
175+ hours
9 Languages
15,000+ Participants





GRATITUDE!

TO OUR COMMUNITY ENGAGEMENT PARTNERS

AGAPE AME Church, Age-Friendly Montgomery, Age-Friendly Montgomery, Allen Chapel AME Church, Alpha Kappa Omega, Casa de Maryland, Centro de Apoyo Familiar, City of Gaithersburg, Clarksburg Chamber, Clinton AME Zion, Common Cause Maryland, Community Action Agency, Community Service Director, Copper & Company, County Council, County Executive African Advisory Group, County Executive Latino Liaison, County Executive's Caribbean American Advisory Group Liaison, Damascus Community Center, Den 5, East County Regional Service Center, Elite Soccer Youth Development, Episcopal Church of the Ascension, Franklin Knolls Association, Friendship Heights Village Center, Graduate Transition Program, Greater Bethesda Chamber, Greater Olney Community Association, GROWS Senior Program, HHS-Latino Health Initiative, Holiday Park Senior Center, Housing Opportunities Commission, Howard County Community College, Interfaith Works, Jack and Jill of America, Inc., Korean Community Service Center of Greater Washington, Leadership Montgomery, League of Women Voters, Lincoln Park Historical Foundation, Local Digital Works, Local DMV, M.I.G.R.A., Maryland Association of Election Officials, Maryland Legislative Latino Caucus, Maryland Matters, MCAEL, MCPL, MCPS SGA, MD Hispanic Chamber & Latino Providers Network, MD Public Television, MD State Board of Elections, Mi Escuela es su Escuela Program, MidCounty Regional Service Center, MoCo EmpowHER, MoCo Food Council, MoCo Ombudsman Office, Montgomery College, Montgomery County MD LTC Ombudsman, Montgomery County NAACP, Montgomery County Public Information Office, Montgomery County Women's Democratic Club, Montgomery Magazine, Mount Jezreel Baptist Church, NABA Metro DC Community Affairs Committee, National Active & Retired Federal Employees, National Association of Counties, National Capital Area Chapter of the American Council of the Blind of Maryland, Oasis at Montgomery Mall, Office of Community Partnerships, Office of the County Executive, Olive Branch Community Church, Pan Hellenic Council Montgomery County, Poder de Ser Mujer, Poor Peoples Campaign, Potomac District, National Capital Area Council, Boy Scouts of America, Potomac Valley Alumnae Chapter of Delta Sigma Theta Sorority, Inc., Project SEARCH, Royal Thai Embassy, Schweinhaut Senior Center, Silver Spring (MD) Chapter of The Links, Inc., Silver Spring Civic Center, Silver Spring Regional Service Center, St. Martin's Church, The Ivymount School, Unity Christian Fellowship, Upcounty Regional Service Center, U.S. Election Assistance Commission, Vietnamese American Services, Warner Memorial Presbyterian Church, Wheaton Urban District Advisory Committee, White Oak Senior Center, etc.



***Multigenerational
Voter Empowerment
for an Ethnically
Diverse Community**



***Mobilizing a multifaceted
empowerment campaign
is paramount to
effectively engage
diverse electorate.***

THANK YOU...



PREPARED BY GILBERTO ZELAYA